

NEW HAMPSHIRE STATE LIQUOR COMMISSION
APRIL 13, 2005, 9:00 A.M.
AGENDA

I. FINANCIAL & ADMINISTRATIVE REPORTS

1. Financial Reports
 - A. Weekly, Y-T-D Sales Reports
 - B. Budget/Administrative Reports
2. IT Report
3. Human Resources Report

II. MARKETING & SALES REPORTS

1. Store Operations
2. Purchasing Report
3. Merchandising Report
- A. SPIRITS
 - 1) Spirit Case Sale Proposal
 - 2) Test Market Products:
 - a. Test Market Request (Gosling's Gold Rum)
 - b. Test Market Result (Codes #3472, #3918, #3577 & #4688)
 - 3) Line Extension Requests:
 - a. Burnett's Vodka, 750ML
 - b. Burnett's Gin, 750ML
 - c. Woodford Reserve Bourbon, 375ML
 - 4) June Special Offers:
 - a. 1 item (revised) – Perfecta Wine Company
 - b. 1 item – M.S. Walker
 - c. 6 items – Pine State Trading Company
 - d. 26 items – Executive Wine & Spirits
 - e. 11 items – Martignetti Companies of N.H.
 - f. 125 items – Horizon Beverage Company
- B. WINES:
 - 1) Special Offers for June 2005:
 - a. 6 items – Charles Zoulias
 - b. 16 items – Charles Saunders
 - c. 45 items – Pine State Trading Company
 - d. 46 items – Executive Wine & Spirits
 - e. 88 items – Martignetti Companies of N.H.
 - f. 67 items – Horizon Beverage Company
 - 2) Cluster 6 Wine Shelf Sets
 - 3) In-Store Tastings

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- 4) Close Outs:
 - a. 2 items – United Beverages, Inc.
 - b. 54 items
- 5) Purchase & Display Sterling Pinot Noir
- 6) Purchase & Display Banfi Chianti Classico
- 7) Bonny Doon Big House Pink Purchase & Distribution
- 8) Recommended Allocated Wines for Distribution to Selected Stores
(10 items)
- 9) “R” Wines for Allocation to Licensees Selected by the Broker
(1 item)
- 10) Primary Source Submissions (8 exclusive agent; 28 imported)

III. ENFORCEMENT & LICENSING REPORT

IV. CHAIRMAN’S REPORT & LATE ITEMS

1. Bailment Requests
2. Coupon Approvals
3. Late Items

/D. Hartford